

CLAIMS

We claim:

1. A method of distributing digital information, said method comprising:

broadcasting a radio signal, said radio signal carrying at least one encoded hypermedia document;

receiving said radio signal in a receiver unit;

processing said radio signal to extract said encoded hypermedia document; and

processing said encoded hypermedia document with a hypermedia processing program.

2. An interactive radio reception system that imparts interactive push data functionality to a general purpose computer, the general purpose computer including a processor, display, and storage and internet connection, the system comprising:

(a) a web radio broadcast receiver that is configured to communicate with the general purpose computer and decode digital subcarrier data formatted as a broadcast markup language;;

(b) application software that runs on the processor of the computer and communicates with the web radio receiver to control the operation of the receiver and respond to said broadcast markup language

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11 commands to enable interactive functions through data exchange with
12 said internet connection;
13 (c) an interactive radio broadcast station including a subcarrier encoder,
14 RF transmitter; and
15 *B1* (d) authoring software to format and sequence interactive broadcast
Cancel
16 markup language commands inserted in the digital subcarrier and
17 mixed with analog audio to provide an interactive simulcast of related
18 broadcast audio and audience related functions..

1 3. The method of claim one, wherein said encoded hypermedia document
2 is a listener credit.

1 4. The method of claim 3, wherein said processing of said encoded hypermedia
2 document results in connection to a related internet address for redemption of
3 said listener credits.

1 *Sub B1* 5. The method of claim one, wherein said processing of said encoded
2 hypermedia document includes the steps of
3 recording a portion of said broadcast identified for replay by hypermedia
4 documents
5 enabling means for user control to replay the broadcast from memory

1 6. The method of claim one, wherein said processing of said encoded
2 hypermedia document includes storing a log of received hypermedia documents.

1 7. The method of claim one, wherein said processing of said encoded
2 hypermedia document includes a step for directing communication through a 2
3 way communications link, based on a user profile filter.

1 8. The system of claim 2, wherein said broadcast markup language is
2 formatted in the XML standard.

1 9. The system of claim 2, wherein said receiving means is separable from
2 said general computer and has receiver memory means.

1 10. The method of claim 1, wherein said processing said hypermedia
2 document includes the step of notification based on a specific event unique to
3 said receiving means.

1 11. The system of claim 2, wherein said audience related functions include
2 responsive changes of the broadcast and hypermedia documents based on
3 audience specific communications enabled through the internet connection.